

11/12/91 TRN

John, please develop the two or three most viable features combos at each price point. Also, describe the ADL and BDL in these terms....Tom

Bolt-action Rifle Attributes:

- 1) Price
 - a. \$300
 - b. \$400
 - c. \$500
- 2) Accuracy
 - a. Average
 - b. Above-average
- 3) Magazine type
 - a. Blind
 - b. Floorplate
 - c. Clip
- 4) Stock material
 - a. Birch
 - b. Walnut
 - c. Synthetic
- 5) Bolt lift
 - a. 90 degrees
 - b. 60 degrees
 - c. 30 degrees
- 6) Open sights
 - a. Yes
 - b. No
 - c. Barrel drilled and plugged
- 7) Owner-convertible left to right hand with purchase of additional bolt.
 - a. Yes
 - b. No
- 8) Non-replaceable barrel
 - a. Yes
 - b. No
- 9) Ejection port
 - a. Conventional open top
 - b. Side port with closed top
 - c. Dual ports with closed top

Bolt-Action1990 Avg Selling Price
(Source: Mkt Monitor)

Browning A-Bolt	\$456
Ruger M77	412
Remington 700 BDL	440
Winchester M70	436

Winchester Ranger	348
Savage 110	324
Remington 700 ADL	367

Lever-action

Browning 65	636
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Browning BLR 81	423
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Marlin 336	260
Marlin 30	243
Winchester 94	273

Auto-Loading

Browning BAR	548
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Ruger Mini-14	421
Remington 7400	403
Ruger Mini-30	413

Pump —

Remington 7600	396
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